

**Amendments to the claims**

This listing of claims replaces all prior versions, or listings, of the claims.

1. (Currently amended) A toothbrush head, connected to or connectable to a toothbrush grip handle to define a head-handle length direction with a width direction perpendicular to the longitudinal direction, the head having a central longitudinal axis, comprising a flexible bristle carrier which comprises a pad of an elastic material on which bristles are mounted with their ends embedded in the elastic material and having a base part closest to the toothbrush handle when connected, and a longitudinally opposite tip part, and a support which supports the carrier, the support comprising two plastic material ribs disposed on opposite sides of the central longitudinal axis of each head and converging in the handle toward the head direction;

wherein the support supports the carrier at the base part and at the tip part, leaving the carrier unsupported thereby in a region longitudinally between these parts, the carrier being flexible such that under the forces of toothbrushing it can deform so that both its longitudinal and widthways sections become distorted and the support is capable of resilient bending deformation so that under the forces encountered in toothbrushing the tip part of the carrier can move resiliently to follow an arc in a plane perpendicular to the width direction; and the support can perform resilient twisting deformation about a generally longitudinal twist axis.

2. (Previously presented) A toothbrush head according to claim 1, wherein longitudinally between the base and tip parts the support arches away from the back face of the carrier in a direction perpendicular to the longitudinal direction, in a curved or angular arched shape.
3. (Previously presented) A toothbrush head according to claim 1, wherein the side surface of the carrier longitudinally between the supported parts of the carrier is unsupported by the support.
4. (Cancelled)
5. (Cancelled)
6. (Previously presented) A toothbrush head according to claim 1, wherein the flexible

support comprises longitudinally distanced support parts to respectively support the base part and tip part of the carrier, integrally longitudinally linked by one or more flexible plastics material links.

7. (Previously presented) A toothbrush head according to claim 6, having a link in the form of a plastics material rib extending generally longitudinally.

8. (Withdrawn) A toothbrush head according to claim 7 characterised by plural links disposed on widthways opposite sides of the central longitudinal axis of the head.

9. (Withdrawn) A toothbrush head according to claim 8 characterised by two links which converge in the handle-toward-head direction.

10. (Cancelled)

11. (Previously presented) A toothbrush head according to claim 1, wherein the elastic material is an elastomer material.

12. (Previously presented) A toothbrush head according to claim 11, wherein the bristles are disposed in tufts and are fixed into the elastomer pad with their ends fused into a thickened mass and embedded in the elastomer pad, and pass through plastics material rings embedded in the elastomer pad.

13. (Previously presented) A toothbrush head according to claim 12, wherein said rings are in the form of open-ended tubes which surround tufts of bristles which extend through them, and which are set in the elastomer material and which allow movement of the tufts of bristles reciprocally along the bristle direction.

14. (Currently amended) A toothbrush head according to claim 1, wherein the elastic material is a visco-elastic polyurethane gel material.

15. (Canceled)

16. (Currently amended) A toothbrush head, connected to or connectable to a toothbrush grip handle, having bristles projecting therefrom in a bristle direction, each bristle having an end proximate to the head and an end distanced from the head, the head incorporating a mass of ~~a gel material or a mass of a visco-elastic~~ polyurethane gel material, and at least a part of the ~~bristle~~ bristles adjacent ~~its~~ their end proximate to the head being embedded in and bonded with the mass of polyurethane gel material, comprising a frame of a hard plastics material by which the mass is supported, wherein the mass of polyurethane gel material is in the form of a pad having a tip part distal from the grip handle and a base part proximal to the grip handle and having a bristle surface, is supported by the frame at a support adjacent to the tip part and at a support point adjacent to the base part, but is unsupported longitudinally between these two longitudinally spaced support points.
17. (Withdrawn) A toothbrush head according to claim 1 characterised in that the bristle carrier comprises plural plastics material segments which are flexibly linked so as to allow the carrier to be flexible such that it can deform under the forces of toothbrushing so that both its longitudinal and widthways sections become distorted.
18. (Withdrawn) A toothbrush head according to claim 17 characterised in that the carrier comprises segments which are sequentially longitudinally arranged.
19. (Withdrawn) A toothbrush head according to claim 17 characterised in that the carrier comprises segments which are sequentially longitudinally arranged and sequentially widthways arranged.
20. (Previously presented) A toothbrush having a head according to claim 1, connected to a handle by which the toothbrush may be held during use.